

# STIC Search Report

EIC 3600

STIC Database Tracking Number

Retta Yehdega  
Location Knx5D79  
Art Unit: 3622  
Employee#76217  
2-6723  
Thursday, October 08, 2009  
Case Serial Number: 09/966845

From: Etelka R. Griffin  
Location: EIC 3600  
KNOX/4B68  
Phone: 571-272-4230

Etelka.griffin@uspto.gov

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Litigation was not found for Serial Number/09/966845. If you have any questions, please feel free to contact me.

Thanks  
Etelka



**Application Number Information**

Application Number: 09/966845

Examiner Number: 76217 / RETTA, YEHDEGA

**Assignments**

Filing or 371(c) Date: 09/28/2001 eDan

Group Art Unit: 3622

IFW Madras

Effective Date: 09/28/2001

Class/Subclass: 705/007.000

Application Received: 10/01/2001

Lost Case: NO

Patent Number:

Appeal Number: 2008002338

Issue Date: 00/00/0000

Unmatched Petition: NO

Date of Abandonment: 00/00/0000

L&amp;R Code: Secrecy Code:1

Attorney Docket Number: 065027.0103

Third Level Review: NO

Secrecy Order: NO

Status: 71 /RESPONSE TO NON-FINAL OFFICE ACTION ENTERED  
AND FORWARDED TO EXAMINER

Status Date: 09/12/2009

Confirmation Number: 4972

Oral Hearing: NO

Title of Invention: SYSTEM AND METHOD FOR PROFILING CUSTOMERS FOR  
TARGETED MARKETING

Bar Code	PALM Location	Location Date	Charge to Loc	Charge to Name	Employee Name	Location
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# Continuity/Reexam Information for 09/966845

**Parent Data**

09966845, filed 09/28/2001 and having 1 RCE-type filing therein  
is a reissue of 09162825, filed 09/29/1998 ,now U.S. Patent #6236975

**Child Data**[Appln Info](#)[Contents](#)[Petition Info](#)[Atty/Agent Info](#)[Continuity/Reexam](#)[Foreign Data](#)Search Another: Application # or Patent# PCT / / or PG PUBS # Attorney Docket # Bar Code # 

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**Application Number Information**

Application Number: 09/162825

**Assignments**

Filing or 371(c) Date: 09/29/1998 eDan

Effective Date: 09/29/1998

Application Received: 09/29/1998

Patent Number: 6236975

Issue Date: 05/22/2001

Date of Abandonment: 00/00/0000

Attorney Docket Number: 065027.0103

Status: 150 /PATENTED CASE

Confirmation Number: 9285

Title of Invention: SYSTEM AND METHOD FOR PROFILING CUSTOMERS FOR  
TARGETED MARKETINGExaminer Number: 76437 / TESFAMARIAM,  
MUSSIE

Group Art Unit: 2162

IFW Madras

Class/Subclass: 705/007.000

Lost Case: NO

Interference Number:

Unmatched Petition: NO

L&amp;R Code: Secrecy Code:1

Third Level Review: NO

Secrecy Order: NO

Status Date: 05/03/2001

Oral Hearing: NO

Bar Code	PALM Location	Location Date	Charge to Loc	Charge to Name	Employee Name	Location
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162825 (09) 6236975 May 22, 2001

## UNITED STATES PATENT AND TRADEMARK OFFICE GRANTED PATENT

**6236975**

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May 22, 2001

System and method for profiling customers for targeted marketing

**REISSUE:** September 28, 2001 - Reissue Application filed Ex. Gp.: 2162; Re. S.N. 09/966,845 (O.G. March 5, 2002)

**INVENTOR:** Boe, Barbara J. - Frisco, Texas, United States (US) Hamrick, Julia M. - Dallas, Texas, United States (US); Aarant, Marjorie L. - Dallas, Texas, United States (US)

**APPL-NO:** 162825 (09)


**FILED-DATE:** September 29, 1998

**GRANTED-DATE:** May 22, 2001

**CORE TERMS:** customer, demographic, button, generator, menu, business representative, matching, database, identification number, select ...

### ENGLISH-ABST:

A targeted marketing system and method are provided that provide a customer with customer questions, receive responses to the customer questions from the customer, and store data associated with the responses. The customer is provided with a feedback page that graphically illustrates data associated with the customer's standing in a selected peer group. The customer is provided with options operable to adjust the customer's actual demographic to a hypothetical demographic, and data associated with hypothetical demographic changes from the customer is received and processed. Hypothetical feedback information is then displayed that graphically illustrates the hypothetical standing of the customer within the selected peer group such that the customer can see the effect of the hypothetical demographic changes.

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w/N	within N words	w/s	in same sentence
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w/N	within N words	w/s	in same sentence
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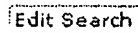
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3516067

Status Changes: • **REISSUE REQUESTED**

Assignee: Ignite Sales Inc

Patent Number: US 6236975 Issue Date: 20010522

Reissue Request

Request Number	Request Date	O.G. Date	Examination Group	Reissue Patent No.
09/966845	20010928	20020305	2162	